



# Year in Review 2003-2004

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City of San José

Department of Parks, Recreation & Neighborhood Services

**"Communities of people connected by  
play, hope, and joy in life."**



## *City of San José - Department of Parks, Recreation & Neighborhood Services*

### **Mayor**

Ron Gonzales

### **City Council**

Linda J. LeZotte

Forrest Williams

Cindy Chavez

Chuck Reed

Nora Campos

Ken Yeager

Terry O. Gregory

Dave Cortese

Judy Chirco

Vice Mayor Pat Dando

### **City Manager**

Del D. Borgsdorf

## **Parks, Recreation & Neighborhood Services**

### **Director**

Sara L. Hensley

### **Commissions**

Parks & Recreation

Senior Citizens

Youth

### **Steering Committees**

Animal Advisory

Community Development Block Grant

Healthy Neighborhoods Venture Fund

Mayor's Gang Prevention Task Force

San José Beautiful

### **Vision**

Communities of people connected by play, hope, and joy in life.

### **Mission**

Support livability of neighborhoods, offer opportunities for individuals to enjoy life, and strengthen communities of people.



City of San José

Department of Parks, Recreation & Neighborhood Services

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## *City of San José - Department of Parks, Recreation & Neighborhood Services*

### *A Message from the Director...*

I am proud of Parks, Recreation & Neighborhood Services employees and our accomplishments this past fiscal year, which ended June 30, 2004. I am especially thankful to our dedicated volunteers and partner agencies. Without their assistance, we could not have provided quality services to our customers.

This past year was tough: seven percent, or over \$4 million was cut from our Department's budget, and over 75 FTE's (Full Time Equivalent positions) were eliminated. The impact from this action will be significant, particularly in the delivery of services.

Our budget reduction decisions were based on the comments of employees and Department Commission members, with City Council and community priorities in mind. The input we received helped staff determine where to make budget cuts, and how to restructure programs to better serve the public and minimize disruptions.

As the third largest City in the State of California and eleventh largest City in the United States, we are held to an increasingly higher standard. The effective management of parks, recreation programs, and community facilities during tough economic times serves as an important measure by which we are judged, but it is not the only measure. We must meet customer service value expectations, demonstrate efficient use of tax dollars, and abide by the highest standards of honesty and integrity in all that we do.

I do not believe in business as usual, nor am I afraid of change. I am committed to working with you in making the necessary changes to meet our customer's increased expectations.

This past year, we completed the Department's re-organization, which resulted in the creation of two geographically based Community Services Divisions, each providing services previously separated into the former Youth Services, Neighborhood Services, and Recreation Divisions.

It is time to now focus efforts on maintaining at least one community center "hub" in each Council District. Sixteen hubs will operate under the new model supported by 12 satellite Community Centers and four Neighborhood Centers. Each hub will be a focal point of services previously provided in different locations. Our intent is to work collaboratively with our partner Departments to meet the needs of our customers through such measures as cross training of staff and support for operating sites.

Staff will be retrained, and in some cases, reassigned to new roles and responsibilities. We will continue to seek new opportunities for streamlining and consolidating service delivery to the community, and focus on greater collaboration with the Neighborhood Development Center, the Strong Neighborhoods Initiative staff, and Community Based Organizations to deliver a broader range of services.

Department service reductions will likely result in customers having fewer choices, less variety offered, and longer travel distances in order to reach desired programming. The "hub" model will allow us to deliver quality services with fewer staff and resources.

I invite and appreciate your thoughts and comments. You can contact me by telephone at (408) 277-4768 or email at [sara.hensley@sanjoseca.gov](mailto:sara.hensley@sanjoseca.gov).

Sincerely,



Sara L. Hensley, Director

Department of Parks, Recreation & Neighborhood Services



***Did you know...***

**Every DAY,**

During the summer, 1,045 children receive a free lunch.

236 Homework Centers operate throughout San José.

Animal Care Services dispatchers answer 300 calls concerning lost, hurt or stray animals.

Senior Centers and programs serve 900 meals to San José's senior citizens (239,000 meals per year).

**Every YEAR,**

350,000 people visit Happy Hollow Park & Zoo.

30,325 summer meals are served to elementary school age children.

Close to 27,000 volunteers invest their personal time to make a difference in their community.

20,000 seniors benefit from our Senior Centers, programs, and the Office on Aging services.

Over 50,000 ornaments and seven miles of lights brighten downtown for Christmas in the Park.

**You'd be amazed to know that...**

Over 3,186 gang related tattoos have been removed since 1995.

More than 6 million bags of trash have been collected by our Anti-Litter Program since 2002.

Over \$30 million in community grants was given by Parks, Recreation & Neighborhood Services this year.

7,500 people over 50 years of age have benefited from computer education and computer access provided by SeniorNet at Willows Senior Center since its inception in 1994.

***Play***



***Hope***



***Joy***





# *Neighborhood Livability Services*

To support community residents, schools and neighborhood organizations to make their neighborhoods livable, provide and maintain open space, and neighborhood parks.

## *Building Stronger Communities*

The community, the City of San José, and the San Jose Redevelopment Agency (SJRA) are working together to build cleaner, safer, and more attractive neighborhoods supported by independent and capable neighborhood organizations through the Strong Neighborhoods Initiative (SNI).

SNI residents are intimately involved in shaping and achieving a shared vision for their neighborhoods. Each SNI area outlined top ten priorities for their neighborhood based on its own unique characteristics. The neighborhoods work with the City and SJRA to implement top priorities that focus on rehabilitated housing, clean neighborhoods, safe and attractive residential streets, vital business districts, and new or improved parks and Community Centers.

“It was a glimpse into the future of what the park would be – not only a place for children to play, but also a place for neighbors to gather and become a community,” said Robert M. Solis, President of the Buena Vista Neighborhood Association (BVNA). The dedication of Buena Vista Park in December of 2003, was one of the Burbank Del Monte neighborhood’s top priorities. Neighbors gathered at the home of Robert Solis to decide the look and character of the park, and to choose the playground equipment. “Whole families showed up with their children. While the adults discussed the playground equipment, the kids played on my son’s swing set.” This is just one of a dozen parks constructed, revitalized or initiated this past year in an SNI area.

Improvements are visible as we drive in many of the SNI neighborhoods. The K.O.N.A. SNI area residents planted 27 new trees, the neighborhood’s eighth priority, along Cunningham Avenue.

The Thirteenth Street SNI area received \$900,000 from the SJRA for their number one priority, the conversion of North Third and Fourth Streets to two-way residential streets, and \$200,000 for their third priority, streetscape improvements. The funding allowed for the installation of antique style pedestrian scaled lighting along North Third and Fourth Streets in the historical Hensley Neighborhood District.

Over 40 street improvement projects were completed or initiated this past year. SNI streets have new lighting, sidewalks, trees, and fences just to name a few of the visible improvements.

Improvements during tough economic times can be challenging. SNI leaders and residents overcame the challenge by applying for grants, raising funds, and forming collaborations. Neighborhood Housing Services of Silicon Valley (NHSSV) is a major community partner. NHSSV provided technical assistance and collaboration for the April 24 Paint-A-Thon in the Thirteenth Street SNI area, one of many Paint-A-Thon collaborations between the neighborhoods and the nonprofit organization.

Congratulations and celebrations are in order for SNI leaders, residents, the City, and SJRA. Fifty percent of the close to 200 top ten priorities were completed or initiated in fiscal year 2003-2004.

### ***Initiative***



### ***Vision***



### ***Building***



# *Neighborhood Livability Services*

## *Eradicating Graffiti*

Since 1987, the Anti-Graffiti Program has beautified San José by preventing and removing graffiti through community involvement, eradication, and enforcement. This winning formula is an important strategy in alleviating the problem that scars neighborhoods so indiscriminately across the nation.

The Anti-Graffiti Program had an impressive year. Ninety nine percent of calls received by the graffiti hotline were responded to within 48 hours. In the past two years, graffiti tags were reduced from 71,541 to 2,913, a 96% decrease. Much of the credit for Anti-Graffiti success goes to the 2,456 graffiti volunteers.

Anti-Graffiti efforts went high-tech in 2003-2004 with the installation of six motion sensitive cameras in graffiti prone areas that catch vandals in the act.

## *“Cleanest Big City in America”*

Mayor Ron Gonzales launched the City’s efforts to fight litter in 2002 and make San José the cleanest big city in the nation. The San José Anti-Litter Program is built on the successful San José Anti-Graffiti Program model of aggressive cleanup, public education, enforcement, and community partnership.

One hundred and fifty neighborhood “Hot Spots” were targeted for on going cleanup efforts. To date, over 16,000 bags of trash have been collected from San José neighborhoods. Additionally, efforts to eliminate illegal dumping at seven locations began, with three sites completed.

Over 6.4 million trash bags have been collected by all participating agencies since the program’s beginning. If the trash bags were lined up, they would stretch for 3,313 miles spanning a distance from San José to Providence, Rhode Island and back westward to Springfield, Illinois. More than 1,626 volunteers have joined the Anti-Litter efforts in San José.

## *Adopt-A-Park*

Enthusiasm and dedication are the only prerequisites to adopting a park. San José residents are dedicated to keeping their parks and open space safe and clean. Ninety six percent of the City’s parks have been adopted, with 2,029 active volunteers contributing 2,996 hours of service.

The Adopt-A-Trail program began this past year. We look forward to the adoption of 26 miles of developed trails by eager volunteers.

# *Neighborhood Livability Services*

## *Trails*

Walk, bike or run on the scenic trails of San José. The City's trails are under various stages of development. Twenty seven unique trail systems have been identified for development or expansion as part of a future 100 mile network. Most trails are set along rivers and creeks for the enjoyment of San José residents and the Santa Clara County region.

The current trail system inventory includes over 26 miles of built trails. Some of the most popular trails are along the Guadalupe River, Coyote Creek, and Los Gatos Creek.

## *Animal Care & Services*

Animal Care & Services (ACS), the newest Division in the Department, offers the community many valuable animal related programs and services. Responsibilities include the pick up and shelter of stray, lost, injured and aggressive animals, education and enforcement of animal control laws, and licensing. ACS manages animal related issues for the cities of San José, Milpitas, Cupertino, Los Gatos and Saratoga.

A new compliance system increased by 60% the number of new animal licenses. Given the choice, 90% of pet owners license their pets within ten days of receiving information. Education is a significant component of ACS.

ACS was busy this past year with the construction of the new state-of-the-art animal shelter, completed October 1, 2004. Contracts with ACS serving cities raised \$1.1 million in additional capital funding for the new animal shelter. The funds will purchase needed equipment and increase shelter capacity.

The approximately 50,000 square-foot facility features a veterinary hospital, a dog training site, a low cost spay and neuter clinic, and offers adoption and education services. Over 20,000 animals are expected to come through the doors of this approximately \$18 million dollar facility each year. This shelter is one of the largest in the United States.

## *Leisure*

### *Enjoyment*



### *Pals*



# Neighborhood Livability Services

## Neighborhood Leaders

San José neighborhood leaders' strength and numbers grow with the assistance of the Neighborhood Development Center (NDC), which brings together resources from the community and City to increase civic engagement and build stronger neighborhoods.

Ninety seven percent of participants believe that with NDC training, they have the tools to create positive change in their neighborhoods. Over 150 individuals participated in 19 training workshops. Technical service support was offered to over 20 new and emerging associations. Assistance includes translation services, coaching, training, computer assistance, as well as information and referral.

Contributing to this success is the NDC's Neighborhood Academy programs, a series of interactive workshops that introduce basic community organizing principles and how to access community resources. Traditionally offered in English and Spanish, the NDC was successful in reaching out to a new constituency this past year by offering the Academy in Vietnamese. Eleven residents participated in the Vietnamese language Academy.

Heeding the needs of our customers, "Mini-Academies" were developed utilizing existing formal and informal support structures to address both immediate and long term intervention strategies. Over 60 residents in three neighborhood groups participated in these programs.

Residents also asked for improved access to services. As a result, "taking the NDC out into the neighborhoods" is the newest program. "NDC in your Neighborhood" has been offered at six sites in collaboration with community partners. The City reached an agreement with the Mexican Heritage Corporation to open a satellite site at the Mexican Heritage Plaza. This will enable the NDC to better serve residents of East San José. The NDC also initiated "Community Connections", a quarterly newsletter with information on upcoming trainings, events, and community news. The newsletter is distributed to over 200 neighborhood associations throughout the city, and highlights community leaders' "good work".

### Unity



### Diversity



### Leadership



## Youth Leaders

### Future



The Community Services Division re-energized and focused the Youth Commission through the recruitment of new Commissioners and Commission staff. Both the Commissioners and City Council adopted the Commission's new Strategic Work Plan. The Commission is now serving its charter purpose as an advisory group for both Parks, Recreation & Neighborhood Services and the City Council.

The Youth Commission staff collaborated with the NDC to train young neighborhood leaders. More than 160 youths participated in the NDC training. The six month program was designed to provide a common framework for new Commissioners and to identify on going training needs.



# Neighborhood Livability Services

## Children



## Priority



### *Community Priority is Child's Play SNI Top Priority*

*City Council, residents and community leaders of the Plata Arroyo Neighborhood Association and Gateway East Strong Neighborhoods Initiative dedicated the Plata Arroyo Park play area for neighborhood use in the winter of 2003. The Plata Arroyo Park play area was a top priority for residents of the Gateway East SNI area.*

*Community members and youth met with City staff to provide input on the design of the park elements to reflect neighborhood wishes. "If you want to have good things in your neighborhood, you have to work for it. I am glad I got involved because I know I picked something the children can enjoy," said Alex Berber, Plata Arroyo Neighborhood Association youth representative.*

*According to Mayor Gonzales, the park shows what San José residents can do by working together with the City. "Our neighborhoods become stronger as the result of leadership, partnership, and commitment by residents and City staff to meet community goals. I'm proud of what we have accomplished together."*

*The park features basketball courts, picnic areas and an open turf to compliment the new play area with resilient surfacing. The new play area is adjacent to the basketball courts and is surrounded by new shade trees and benches creating a comfortable environment for its users.*

*The park was constructed by Beacon Construction, Inc. and designed by the Beals Group. The Parks Bond Measure approved by San José voters in 2000 made funding for the \$265,013 renovations possible.*

## Awards & Accolades

The United States Conference of Mayors awarded San José the "City Livability Outstanding Achievement Award" for the Anti-Graffiti Program. The "Outstanding Achievement Award" was presented at the 2004 United States Conference of Mayors Annual Convention held in Boston, Massachusetts.

Watson Dog Park received a California Parks and Recreation Society (CPRS) District IV "Award of Excellence in Parks Planning" for strengthening community through a common interest with a 1.25 acre dog park featuring various areas, accommodations, and benefits for dogs and their owners.

# Life Enjoyment Services

To provide opportunities for City residents to play, learn, socialize, and receive supportive assistance to live healthy and enriched lifestyles.

## Decade of Investment

The “Decade of Investment” is a ten year plan for hundreds of projects that will modernize existing facilities and create new ones throughout the City.

San José residents are ready to reap the benefits of parks. Well maintained parks help cities by promoting stable neighborhoods and community pride, encouraging people to walk and exercise, and increasing property values, thus generating more property taxes.

In November 2000, City of San José voters approved a \$228 million General Obligation Bond, specifically known as the San José Safe Neighborhood Parks and Recreation Bond (Measure P), for the purpose of acquiring property for and constructing improvements to parks and recreation facilities throughout the City. This bond passed with over a 78% approval rating.

The Park Bond Program consists of 96 projects, which includes neighborhood park renovations, Community Centers, trails, citywide parks and sports parks.

Residents will see improvements in their own backyard; the local neighborhood parks. Seventy-two of 73 (99%) neighborhood park projects were completed or awarded for construction in fiscal year 2003-2004.

Residents will have new places to play. Nine Community Center projects will be delivered through the Park Bond Program. Eight of the nine projects were active this past year. Visitors and residents will enjoy regional park upgrades. The Municipal Rose Garden project was completed, and Almaden Lake Park Phase I is on schedule for completion by the end of 2004. The Happy Hollow Park & Zoo project is scheduled to begin in late 2004.

Healthy living and exercise opportunities will abound at new sports parks. Community input on the planned Singleton and Shady Oaks Sports Parks will guide the development of neighborhood serving and sports park elements. Taking long walks in a scenic setting is the goal of trail development. Soon, walkers will have a safe and beautiful path along Coyote Creek, Los Gatos Creek, and Guadalupe River.

## Investment



## Celebrate



## Fun



## Skate



## A Skatepark for Neighbors With Wheels

Skaters of all ages performed gravity defying tricks at the grand opening of Stonegate Skatepark, the first skatepark in San José. The new \$425,850 facility boasts 5,500 square feet of skatable surface.

One of the main driving forces behind the addition of the Stonegate Skatepark was a supportive and involved neighborhood within the McLaughlin Corridor. The project was a true community effort of the neighborhood, Council Office and the Department of Parks, Recreation & Neighborhood Services. Stonegate is the first of several permanent skateboard facilities in San José.

# *Life Enjoyment Services*

## *Early Care & Education*

The Mayor and City Council's Early Care and Education Initiative improves the quality of early childhood experiences for young children. *Smart Start San José* is an educational collaborative involving schools, parents, early childhood development professionals, businesses, Community Based Organizations, and the City of San José. Building on these community resources, *Smart Start San José* supports students in school, social, and ultimately lifelong success.

The Office on Early Care and Education was successful in accomplishing many of its 2003-2004 objectives. A total of 200 new quality early care and education spaces were created with the opening of Kay's Quality Children's Center (40 spaces), the *Smart Start San José* at Overfelt High School (48 spaces), and Estrella Family Services (112 spaces). Additionally, 25 family child care business owners received funding through the Mini-Micro Loan/Grant Program funded by the David and Lucile Packard Foundation.

The Child Care Tax Education and Support Program (ESP) promoted and provided a means for families to ease the burden of high cost child care. The "You Paid It, Now Claim It!" ESP public outreach campaign increased awareness on the availability of the Dependent Care Tax. An outreach kit was developed and mailed to 1,400 recipients. The message was sent out to over three million recipients through a wide variety of media outlets.



## *Annual San José Children's Faire*

The Annual San José Children's Faire, held in April, is the highlight of the City's Annual Month of the Young Child events and activities. The Faire features one day of free family fun consisting of over 60 hands on activity booths, entertainment, and special attractions. Access to resource providers and information on quality child care, health care, and other services were available. Despite inclement weather, the Children's Faire attracted 10,000 event attendees.

# *Life Enjoyment Services*

## *San José After School*

San José After School is a partnership between the City of San José, School Districts, Community Based Organizations, teachers, and parents to provide safe, fun and enriching activities for youth after school at 236 elementary, middle, and high schools. Youth are less likely to become involved in gangs and other juvenile delinquent behavior when alternative opportunities are available.

San José After School offered a variety of organized programs and activities to promote healthy development and learning to 36,655 youth. Featured activities included homework assistance, enhanced math and literacy activities, cooperative play, workshops in fine arts, music, dance or sports, and a healthy snack for a total of 3,858,948 hours of service. An emphasis is placed on developing relationship skills while interacting with adult role models in a safe and fun environment. Seventy eight percent of youth participants and 91% of parents reported they were satisfied with services.

## *Free Summer Lunch Program*

The Free Summer Lunch Program provides a nutritious lunch to youth ages 2 to 18. Four School Districts; San Jose Unified, Alum Rock, Franklin McKinley, and Campbell Union provided free lunches to 50% of the students enrolled in summer school.

Over 30,000 hot meals were delivered to approximately 25 locations in San José, serving at-risk and under served populations. The program targets students that receive free or reduced meals during the school year, and serves kids on a first come, first served basis. However, children are welcome regardless of their social or economic status.

## *Office of Therapeutic Services*

The Office of Therapeutic Services provides services to residents with disabilities to improve health and wellness, including specialized programs and inclusive recreation. In May, athletes with disabilities from across the United States came to San José to compete at the 2004 Far West Regional Wheelchair Games and United States Trials for the Olympics. Local wheelchair racer and Boston Marathon winner, Cheri Blauwet, qualified to compete at the Olympic Games in Athens, along with many other athletes who earned a spot on the United States Team to compete at the Paralympic Games.



# *Life Enjoyment Services*

## *Office on Aging*

The Office on Aging provides support and assistance to help seniors live independently and remain actively engaged in their communities. Through the Senior Companion Program, 42,000 volunteer hours were provided by active seniors in the form of companionship for homebound seniors and rest for their caregivers.

The Municipal Health Services Program provided 5,300 Medi-Care clients with low cost health services as part of a federally funded grant program.

Over 1,300 seniors who are registered with the Retired Senior and Volunteer Program (RSVP) provided 240,000 hours of service in Senior Centers, libraries, schools, and hospitals.

## *Aquatics*

During the hot summer months, many residents cool themselves at programs offered through Citywide Aquatics. Aquatics operated 11 pools throughout San José, six pools are City owned and five are local high school pools. All pools operate swimming lessons and recreational swim programs Monday through Sunday. This past year, City owned pool attendance was 90,015. Attendance at the partner high school pools was 35,328. Together, attendance was 125,343.

A variety of swim classes such as recreational swim, lap swim, water exercise, lifeguard training, water safety instructor, community water safety, and swimming lessons are offered to the community.

## *San José Family Camp*

San José Family Camp is a 40 acre campground located in the heart of the Sierras just off Highway 120 near the West Gate of Yosemite National Park. Both the Stanislaus National Forest and the Tuolumne River serve as a scenic backdrop to this mountain playground. Family Camp offers stress free camping for families, providing a wide variety of activities for children and adults. Family Camp registrations increased 12% from the prior year.

Family Camp offers tent cabins, hot showers, meals, organized activities, or the luxury of doing nothing and watching the sunlight sparkle on the Tuolumne River.

Friends of Family Camp volunteers donated more than 12,000 hours to maintain the camp for the enjoyment of all campers, with their labor valued at approximately \$200,000.

# Life Enjoyment Services

## *“Take me out to the ballpark...”*

*The largest ballfield in San José, Tully Road Ballfields, opened the 51<sup>st</sup> season of the Spartan Little League to 500 attendees.*

*The ballfields are part of the Tully Road Multi-Use Facility Master Plan that calls for the development of 15.2 acres of park open space, a branch library, and a training and housing facility for the San José Police Horse Mounted Unit. The overall vision of the Master Plan is to provide a cohesive mix of recreational and library use.*

*Community involvement is the cornerstone of developing projects that serve the community’s needs. The Spartan Little League was closely involved in the ballfields’ planning process. Parents and board members assisted with the design and layout of the fields and concession stand.*

*“It’s a first-class facility,” said Clarence Dalton, President of the Spartan Little League. “It is a true sports complex that includes a skatepark nearby.”*

*The ballfield complex is a unique multi-use facility with one softball, two minor, and two T-ball fields for a total of five fields, an overlapping soccer field, restrooms, concession stand, picnic tables, seating, and batting cages. Upon completion of the Tully Road Multi-Use Facility Master Plan construction, a state-of-the-art library, public art, Coyote Creek trail segment, parking, walkways, roadway improvements and landscape will be part of the complex.*

*The \$3.8 million project was made possible through a combination of funding sources, including the Park Trust Fund, District 7 Construction and Conveyance Funds, Proposition 12 State Funds and the County of Santa Clara’s General Fund.*

## **Sports**



## **Teamwork**



## **Awards & Accolades**

Monopoly in the Park, San José’s giant replica of the popular Parker Brothers’ game board, collected the 2004 Guinness Book of World Records honor of being the world’s largest permanent Monopoly game board. The game board size is 930 square feet and is located in Guadalupe River Park, Discovery Meadow in downtown San José.

In addition to the Guinness Book of World Records, Monopoly in the Park enjoyed international and national media coverage, including CNN and National Geographic Kids magazine.

# Community Strengthening Services

Provide services that enable individuals and groups to exercise power and influence over their own lives and communities.

## Volunteer San José

Volunteer San José (VSJ) was launched in 2003. The City's volunteer program is designed to match individuals, businesses, and other interested parties in providing volunteer services to City Departments that have exciting and fun work opportunities. The program objectives are: to develop a reliable and varied skilled network of human resources to support the delivery of services to the community, to provide opportunities for all segments of the community to participate in local government, with special emphasis on inclusion of cultural diversity, and to bring together volunteer resources and augment municipal services in the following areas: recreation and leisure services, park maintenance, literacy improvement, gang and substance prevention, information and service referrals, and maintenance of City facilities and other public grounds.

In its first year of operation, Volunteer San José has matched 20,000 volunteers with a variety of opportunities throughout San José.

## Dedication



## Collaboration



## Support



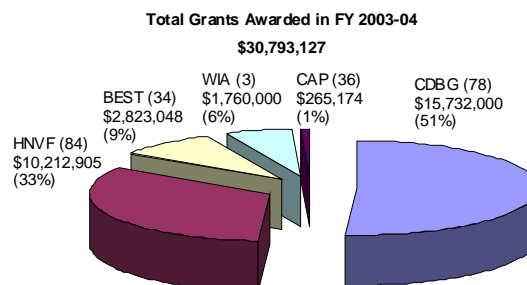
## Grants

The Grants Unit helped several projects come to fruition, illustrating the Unit's effective work in addressing the profound need for community strengthening services.

One such project is St. Vincent de Paul's Kelley Park Community Resource Center. This project involved acquiring and remodeling a building in order to create a multi-service center to house community, health, and economic development activities for low-income residents, seniors, and youth. Services provided to San José residents include a day worker center, nurses' training center, emergency assistance, and legal services. The project was successfully completed this year and celebrated its grand opening in March 2004.

Internally, the Grants Unit has undergone significant change, including the successful incorporation of three grant programs: Community Action and Pride (CAP), Workforce Investment Act Youth Employment (WIA), and Bringing Everyone's Strengths Together (B.E.S.T.). The Grants Unit now successfully administers five grant programs.

Two hundred and thirty five grants were provided in Fiscal Year 2003-2004 (CDBG: 78; HNVF: 84; BEST: 34; CAP: 36; WIA: 3). A total of \$30,793,127 was awarded for new and carryover grants.



# *Community Strengthening Services*

## *Mayor's Gang Prevention Task Force*

The recent spike in gang activity reaffirmed the importance of collaboration with our partnering agencies. The Mayor's Gang Prevention Task Force (MGPTF), with a membership of over 30 agencies including police, probation, parole, Community Based Organizations, and the Department of Parks, Recreation & Neighborhood Services, was quick to respond to the spike by developing a series of community efforts in affected neighborhoods. The MGPTF efforts included an increase in police patrols, family nights at local Youth Centers, a targeted outreach to affiliated gang members, and refocused San José B.E.S.T. funding to gang intervention strategies.

### *Intervention*



### *Hope*



### *Opportunities*



## *S.T.A.N.D.*

### *Striving Towards Achievement with New Direction*

The S.T.A.N.D. Program is designed to assist females and males, ages 12 to 21, towards positive alternatives away from gang involvement. The 15 week curriculum provides support in the form of group meetings. The meetings offer youth a neutral setting to discuss issues such as education, health, life skills, self-esteem, substance abuse, domestic violence, conflict resolution, and gang awareness, along with case management. The S.T.A.N.D. Program graduated 101 participants. Of the 101 graduates, 83 managed to stay out of gang situations.



# *Community Strengthening Services*

## *Clean Slate Tattoo Removal Program*

The Clean Slate Tattoo Removal Program serves young adults between 14 to 25 years of age, and assists with leaving the gang lifestyle by removing tattoos in exposed areas of the body such as hands, neck, face, and arms. The removal procedure leads to increased opportunities in education, employment, community service, and helps youth become self sufficient and productive.

Since 1995, volunteer doctors, nurses, and medical clerks removed over 3,186 gang related tattoos and provided over 40,000 volunteer hours of tattoo removal treatments at the Santa Clara County Health and Hospital Systems. The Program graduated 618 participants since 1995, and 87 this past year.

## *Awards & Accolades*

CPRS District IV recognized volunteers who make the city a wonderful place to live with the “Volunteer Citation Award”.

- The Clean Slate Tattoo Removal Program and its volunteers, Dr. Art Brown, Santa Clara County Health and Hospital Systems, doctors, and medical staff.
- Happy Hollow Corporation provided donations and membership programs to San José over the last 43 years. Last year, Happy Hollow Corporation donated approximately \$250,000.
- The Friends of Ryland Park, Adopt-A-Park volunteers also received the award. Ryland Park was once known as an unsafe place to visit, and the Friends of Ryland Park have transformed it into a safe beautiful park.

The Northern California Chapter of American Planning Association recognized the Five Wounds/Brookwood Terrace Neighborhood Advisory Committee–SNI for outstanding planning by a large jurisdiction for a neighborhood improvement project.

The Elizabeth Anabo Building Resourceful Inspirational Creative Community (BRICC ) Award–Community Foundation Silicon Valley was presented to the Olinder Neighborhood Association for its efforts with the Food Program and Selma Olinder Park.

## *Pride*

### *Partners*



### *Neighborhoods*



# *Strategic Support Services*

Strategic support services provide department services that support and guide the provisions of core services.

## *Citywide Activity Guide*

The Citywide Activity Guide is a consolidation of 18 separate activity brochures and combines all Parks, Recreation & Neighborhood Services events, activities, classes, programs, and services. The purpose of the consolidation is to provide easier, user friendly access to the Parks, Recreation & Neighborhood Services programs and services by providing the community with one easy to use document.

Last year, 280,000 Activity Guides were distributed through Parks, Recreation & Neighborhood Services facilities, San José branch libraries, City facilities, and neighborhood associations.

## *Outreach to a Diverse Community*

The Department of Parks, Recreation & Neighborhood Services, Marketing and Events Office distributes media advisories and releases regarding upcoming PRNS events, programs and services to 54 ethnic media outlets, representing nine languages throughout the Bay Area. Additionally, the Marketing and Events Office attended over 40 events citywide to promote PRNS programs.



## *Japanese Friendship Garden Lower Gate Unveiling*

The citizens of San José's Sister City, Okayama, Japan donated \$28,000 to build a gate to commemorate the 40th anniversary of the sister city relationship. The gate was built through a collaborative effort between both cities, and symbolizes a lasting friendship between two sister cities from across the seas. On May 11, 2004, Mayor Ron Gonzales, Councilmembers Nora Campos and Terry O. Gregory, delegates of the Okayama, Japan City Council, and community members celebrated the unveiling of the Japanese Friendship Garden lower gate.

## *Strategic Support Services*



### *Christmas in the Park*

Since 1980 the annual outdoor holiday event, Christmas in the Park, transforms downtown San José's Plaza de Cesar Chavez into a magical winter wonderland. This month long outdoor event consists of over 60 animated displays, 300 decorated trees, nightly entertainment, Santa's photo booth, and an eclectic array of food choices.

As the City's official holiday kick off, Christmas in the Park brings "*Joy and Magic*" to the season. This past year, more than \$100,000 was raised for the Community Giving Tree, a 60 foot tall live Christmas tree that will be located in the heart of Christmas in the Park in 2004. It began with a Kick Off Challenge Grant of \$50,000 from PG&E to fund the new tree and raise matching funds. The community responded with several corporate and individual donations including \$35,000 from Orchard Supply Hardware.



### *San Jose Holiday Parade*

The San Jose Holiday Parade tradition began in 1981. Named "One of the Top 25 Parades in America" by the International Festival and Events Association and USA Today, the parade attracts performers and participants from throughout the United States and internationally.

Twenty six thousand households watched the parade live on NBC11. The broadcasted show was rated number one for kids in its time slot and beat the NFL pregame show. San Jose Holiday Parade's website hits more than tripled from 101,995 in December of 2002 to 311,361 in December of 2003.

# *Strategic Support Services*

## *Awards & Accolades*

Christmas in the Park received a Gold Award at the 2003 International Festival and Events Association (IFEA) Conference for “Best Volunteer Program”.

The San Jose Holiday Parade received three Silver Awards at the 2003 IFEA Conference for:

- A full length local TV program
- Parade program cover design
- Event/Program to benefit a charity for the Tee for Toys Golf Tournament organized in collaboration with the U.S. Marine Corps

The San Jose Holiday Parade received five awards at the CalFest Conference:

- Two first Place Awards for parade “Poster” and “Marketing” plan for the year
- Second Place for “Advertisement”, a full page centerfold ad in the Wave Magazine
- Two third Place Awards for “Rack Card” and parade “Program”

The San Jose Holiday Parade received an “Achievement Award” at the California Parks and Recreation Society Awards for the Holiday parade poster.

### *Cultural*



### *Families*



### *Resources*



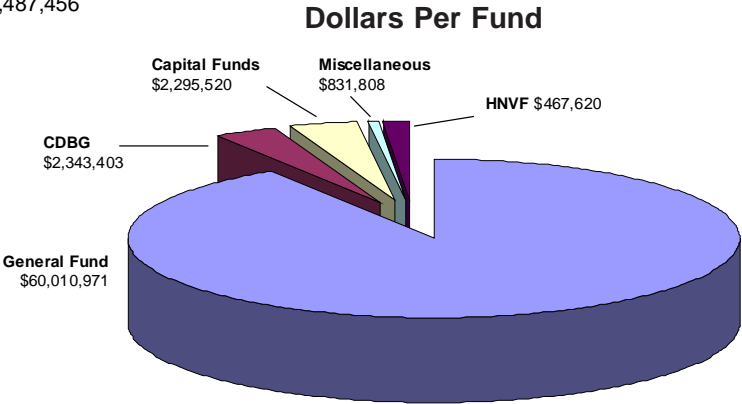
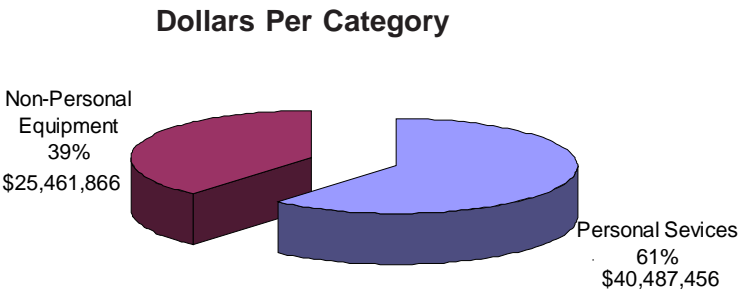
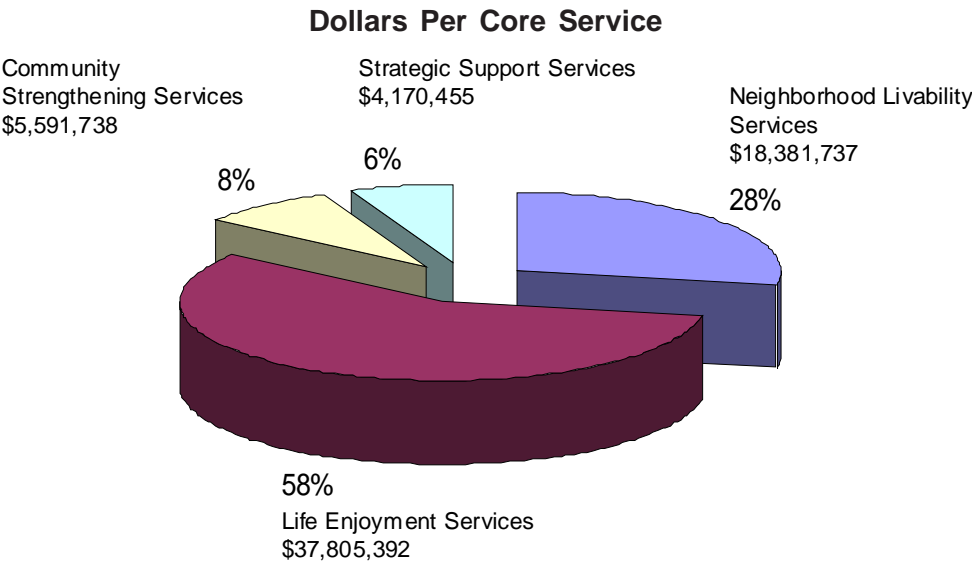


Budget Overview

Accomplishments

- Department re-organization provided a reduction of over \$2 million
- To maintain support of Capital Improvement Program efforts, funding was shifted from the General Fund to Capital Funds
- Anti-Litter Program is now supported through the Community Development Block Grant

Total Department Budget: \$65,949,322





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*Parks, Recreation and  
Neighborhood Services*

